

CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD

January 30, 2013 AGENDA

1:00 p.m.
City of Carlsbad
1635 Faraday Avenue, Room 173A
Carlsbad, CA

NOTICE TO THE PUBLIC:

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Administrative Services Office (760-602-2409) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

PUBLIC COMMENT:

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

I. CALL TO ORDER

1:00 p.m.

II. ROLL CALL

CONSENT CALENDAR: The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.

(C) III. APPROVE MINUTES OF OCTOBER 17, 2012

To approve the minutes of the October 17, 2012 meeting of the CTBID Board of Directors

(C)IV. AB 01-13-86 APPROVE APPOINTMENT TO VISITCARLSBAD BOARD

Approve recommendation by the VisitCarlsbad Board to appoint a Regie Brown, General Manager of Hilton Garden Inn Carlsbad to its Board.

REPORTS AND DISCUSSION ITEMS:

IV. STAFF REPORT

Staff will provide the following reports at this time:

1. Financial Update

V. REPORT BY VISITCARLSBAD

VisitCarlsbad will give an update on their activities.

VI. AB 01-13-87 CTBID GRANT REQUEST

Consider funding CTBID grant application from Carlsbad Music Festival.

VII. DISCUSSION ITEMS

1. 2013-14 Budget
2. CGLBID District Opt in date May 1

IX. NEXT MEETING

Set date for next meeting. Agenda topics to include:

1. 2013-14 Budget planning
2. Elect Vice Chair

The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.

GENERAL COUNSEL COMMENT

PUBLIC COMMENT

ADJOURNMENT

MINUTES

MEETING OF: CARLSBAD TOURISM BUSINESS IMPROVEMENT
DISTRICT BOARD (Special Meeting)

DATE OF MEETING: October 17, 2012

TIME OF MEETING: 1:30 p.m.

PLACE OF MEETING: Conference Room 173B, Faraday Administrative Center,
1635 Faraday Avenue

CALL TO ORDER: Chair Stripe called the Meeting to order at 1:33 p.m.

ROLL CALL was taken by the Deputy Clerk, as follows:

Present: Canepa, Nayudu, Stripe and Stiebeling.

Absent: McCormick, Becerra, Akers.

III. APPROVAL OF MINUTES:

On a motion by Board Member Stiebeling, the Board unanimously approved the Minutes of the meeting held July 9, 2012.

IV. AB 10-12-83 APPROVE APPOINTEMENTS TO THE VISITCARLSBAD BOARD:

Chair Stripe informed Board Members that one of the appointees was employed at the Sheraton Carlsbad Resort and Spa.

On a motion by Board Member Nayudu, the Board approved the appointments to the VisitCarlsbad Board.

V. STAFF REPORT:

Staff liaison Cheryl Gerhardt gave the financial report and PowerPoint presentation (on file in the Office of the City Clerk). The Board accepted the report.

VI. AB 10-12-84 REPORT BY VISITCARLSBAD:

Sam Ross, Executive Director of VisitCarlsbad, provided the Board with a report and PowerPoint presentation (on file in the Office of the City Clerk.)

Mr. Ross requested that the remaining unspent VisitCarlsbad funds of \$3,507 be placed in the promotional programming.

On a minute motion by Board Member Canepa, the Board approved the reallocation of VisitCarlsbad unspent funds in the amount of \$3,507 be placed into promotional programming.

VII.AB 07-12-80 CTBID GRANT FUNDING RECOMMENDATIONS:

Ms. Gerhardt provided the Board with a brief background reminding the Members that during its July BID meeting, the VisitCarlsbad Board did not have a recommendation on the grant requests from In Motion/Carlsbad Marathon and the Competitor Group/Carlsbad 5000.

Mr. Ross stated that he spoke to three VisitCarlsbad Board Members who did not recommend funding the grant request from In Motion because the Carlsbad Marathon is as large as it can be, but did recommend full funding of the Competitor Group's/Carlsbad 5000 grant request.

Ms. Gerhardt informed the BID Board that a decision to award or not award the grants was needed due to the timing of the events.

Mr. Ross explained that the VisitCarlsbad Board could not provide a formal recommendation to the BID Board because the Board would not be meeting until the week of October 22, 2012.

BID Board Members discussed the merits of each event, the events' marketing and how many years each event had been held in Carlsbad.

On a motion by Board Member Nayudu, BID Board Members approved Resolution No. 2012-4, awarding grant funds in the amount of \$5,000 to In Motion for the Carlsbad Marathon; and, awarding grant funds in the amount of \$20,000 to Competitor Group for the Carlsbad 5000.

VIII. DISCUSSION ITEMS:

Mike Connerly, President of Surf Cup and Rob Haskill, Director of Operations/Surf Cup gave a presentation and presented a hand-out (on file in the Office of the City Clerk) to the BID Board.

Mr. Connerly gave a brief explanation about the future 20-field soccer complex that he is working on building with the City of Oceanside in the El Corazon area. He said when the complex is completed and opened in 2014, he anticipated that soccer/multi-use events held could generate up to 100,000 room night stays for local hotels.

Mr. Haskill stated Surf Cup was looking to partner with Carlsbad hotels now for events it is holding at the Del Mar Polo Club as well as into the future when the Oceanside complex is completed. He explained that in order for soccer teams to participate in Surf Cup events, team members are required to "stay and play." Surf Cup currently partners with 60-80 hotels within the San Diego area for each event.

IX. NEXT MEETING:

The Board scheduled its next meeting for January 30, 2013 at 1:30 p.m.

By proper motion, the CTBID Board Meeting of October 17, 2012 adjourned at 2:36 p.m.

SHERRY FREISINGER
Senior Deputy Clerk

CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

AB#	1-13-86	<i>Approve Appointment to Visit Carlsbad Board</i>	CTBID STAFF	
MTG.	1-30-13		GENERAL COUNSEL	

RECOMMENDED ACTION:

Approve the recommendation by the Visit Carlsbad Board to appoint a Regie Brown to its board.

ITEM EXPLANATION:

At its 5-23-12 meeting, the Carlsbad Tourism Business Improvement District (CTBID) Board entered into an agreement with the Carlsbad Convention and Visitors Bureau (dba Visit Carlsbad) to provide tourism promotion services for the CTBID for the period July 1, 2012 through June 30, 2013. A provision in this contract was that the CTBID Board had to approve any changes to the Visit Carlsbad Board.

In a letter from VisitCarlsbad Executive Director, Sam Ross, to CTBID Board Chair, Tim Stripe, the Visit Carlsbad Board is recommending that the CTBID Board approve the appointment of Mr. Regie Brown, General Manager of Hilton Garden Inn Carlsbad, to fill the vacancy on the VisitCarlsbad Board. (See letter and Resume at attached Exhibits A & B)

FISCAL IMPACT:

None.

ENVIRONMENTAL IMPACT:

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 153789(b)).

EXHIBITS:

- A. Letter dated January 29, 2013 from VisitCarlsbad Executive Director, Sam Ross, to CTBID Board Chair, Tim Stripe, recommending Regie Brown to fill the vacancy on the Visit Carlsbad Board.
- B. Regie Brown Resume

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2753, cheryl.gerhardt@carlsbadca.gov

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BOARD ACTION:	APPROVED	<input type="checkbox"/>	CONTINUED TO DATE SPECIFIC	<input type="checkbox"/>
	DENIED	<input type="checkbox"/>	CONTINUED TO DATE UNKNOWN	<input type="checkbox"/>
	CONTINUED	<input type="checkbox"/>	RETURNED TO STAFF	<input type="checkbox"/>
	WITHDRAWN	<input type="checkbox"/>	OTHER – SEE MINUTES	<input type="checkbox"/>
	AMENDED	<input type="checkbox"/>		



January 29, 2013

Mr. Tim Stripe
Vice Chairman
Carlsbad Tourism Business Improvement District
City of Carlsbad
1635 Faraday Ave.
Carlsbad, CA 92008

Dear Mr. Stripe,

The Board of Directors of Visit Carlsbad, Carlsbad's Destination Marketing Organization would like to put forth Mr. Regie Brown, General Manager of Hilton Garden Inn Carlsbad Inn, as the replacement for the seat vacated by Mr. Robert Moore on the Visit Carlsbad board of directors.

Per the agreement between the CTBID and Visit Carlsbad we ask that the CTBID board approve Mr. Brown at the next CTBID meeting to be held on January 30, 2013. Thank you.

Sincerely,

A handwritten signature in blue ink, appearing to read "Sam Ross".

Sam Ross
Executive Director
Visit Carlsbad

REGIE BROWN

7814 Corte Macido • Carlsbad, CA • 92009 • (858)342-5396

PROFESSIONAL EXPERIENCE

The Hilton Garden Inn Carlsbad Beach

General Manager- 11/2011- present

Oversee operation of 161 room hotel in Carlsbad, Ca. Ensure Department heads and all staff maintain standards and guest satisfaction to expectation of Hilton and of ownership. Resolve issues swiftly to ensure guest expectations are exceeded.

The Island Hotel

Rooms Executive- 9/2010- 11/2011

In charge of Rooms Division and daily resort operations for a Five Diamond Hotel in Newport Beach. Responsible for Housekeeping, Laundry, Front Office, Concierge, Guest Services, PBX and Spa. Resolve all guest issues to their satisfaction and ensure proper follow up has occurred. Direct 7 Department Heads overseeing 165 staff. Represent the Managing Director in all day to day operations and guest issues. Ensure that standards have been created and adhered to in all departments.

Rancho Valencia Resort and Spa

Resident Manager 6/2009-9/2010

Overseeing daily resort operations. Responsible for Front Office, Guest Services, Security, Reservations, PBX, Housekeeping, Laundry and Engineering departments. Standardized resort weekly meetings with relation to operations, divisional and daily briefings. Created the Yield and Revenue procedures and ensure weekly meetings are held. Developed marketing strategy with Sales and Marketing for 2010 budget. Created a critical path for renovating the resort and prioritizing key areas. Report directly to the Managing Director.

The Grand Del Mar Resort and Spa

Director of Rooms- 03/2007- 06/2009

In charge of the Pre and Post Opening Divisional operations for a 249 room Resort. Responsible for all typical Rooms Division departments with additional departments of Security, Retail and Spa. Created policies and procedures and coordinated turnover dates with regards to FF&E and construction. Responsible for hiring all divisional managers, employees and training. In charge of choosing and ordering all guest supplies. Created incentives for departments and training guidelines for AAA and Mobil Inspections. Represent General Manager in all day to day resort responsibilities and during his absence.

The Pidgeon Company

Director of Operations – 03/2006 to 03/2007

Oversaw all functions of Corporate Housing. Responsible for day-to-day yielding of all units and customer service. Created forecast and pickup reports to ensure maximum occupancy. Developed incentives and policies and procedures for Operations and Sales Departments. Increased revenue 15% from previous year while maintaining expenses to previous year. Handled resident service needs and needs of communities.

La Costa Resort and Spa

Assistant Resort Manager- 10/2004 to 03/2006

Responsible for all Front of House Operations for a 474 room Resort. Introduced Departmental Standards and comprehensive scoring assessment for Front Office, Concierge, Guest Services, Housekeeping, Telecommunications, Business Center, Tennis, and Kids Camp. Developed goals for each department and training guidelines for Department Heads. Maintained effective coaching and counseling policies. Implemented Divisional Meeting for Rooms Division and streamlined methods of communication. Chaired weekly renovation meeting to ensure objectives were met with minimal guest interruption. Brought online 100 additional keys that were completed. Resolved all guest issues to a satisfactory outcome exceeding guests' expectations. Created budget and forecasts for upcoming year. Met weekly with General Manager on budget guidelines and current standings. Directly responsible for 7 Department Heads with a staff of 245 staff.

Four Seasons Hotels and Resorts 1994-2004

Four Seasons Resort Great Exuma

Director of Rooms - 2003 to 2004

Responsible for the Divisional operations for a 183 room Resort. Successfully opened the Resort while overseeing nine departments. Developed policies and procedures and coordinated turnover dates with regards to FF&E and construction. Created goals for Rooms Division team to ensure completion of projects. Responsible for hiring all divisional employees and maintaining effective training and discipline. Heavily involved with problem solving to continue the pre-opening process. Created budget for post opening and next year. Reviewed with management all budget requirements.

Four Seasons Resort Aviara

Assistant Director of Rooms - 2001 to 2003

Responsible for the Divisional operations of a 329 room Resort. Coordinated the departmental relationships and duties to ensure a smooth, seamless and enjoyable experience for guests. Oversee 7 department heads and 12 assistant department heads including Front Office, Housekeeping, Communications, Concierge, Guest Services, Spa and Children Program. Set divisional goals and departmental goals for 400 staff. Assist in chairing weekly Rooms Division meeting setting agendas and drive project

completion. Maintain and set budgets for revenue, expenses and labor. Set and review standards for all departments as well as implement a testing and scoring system to maintain high scores.

Four Seasons Resort Aviara

Front Office Manager - 2000 to 2001

In charge of all Front Office, Communications and Concierge activities including 2 department heads and 5 assistant department managers. Implemented Upsell programs and other incentive programs. Responded to all guest issues and emergencies. Completed 2 upgrades to Fidelio Property Management System. Created and maintained Front Office budget. Reviewed and tested all standards for Front Office and addressed employee non-compliance. Maintained AAA 5 Diamond Award in this position.

Four Seasons Resort Aviara

Guest Service Manager - 1999 to 2000

Responsible for Guest Service department that included 54 line employees and 3 Assistant Managers. Created a smooth, seamless department that included bellmen, doormen, valet, valet cashier, and shuttle drivers. Scored in top 5 percent of departments on the employee opinion survey score. Achieved AAA 5 Diamond Award while in this position. Developed revenue and expense budgets and maintained labor within budget.

Four Seasons Resort Aviara

Assistant Guest Service Manager - 1997 to 1999

Opened the Guest Service department in a fast paced environment. Increased labor pool from 12 to 54 positions to handle increasing demand. Created innovative procedures to handle busy drive and provide excellent service. Trained all employees in their position and develop departmental trainers to assume role. Created new procedures for luggage handling, amenity deliveries, and valet parking. Developed Valet Cashier procedures to increase profit, minimize loss and organize vehicle activity. Set up monthly departmental meetings to improve communication.

Four Seasons Resort Hualalai

Resort Assistant Manager- 1996 to 1997


Opened a 243 room resort in the Front Office. Developed policy and procedures, trained new staff and helped to develop the Property Management System for the resort needs. Handled employee and guest issues to complete satisfaction for the best outcome for the resort and guests.

Four Seasons Resort Dallas

Night Manager 1994-1996

Responsible for entire hotel operation in busy city environment. Ensured all safety, privacy and service to all guests and overnight staff. Created procedures to ensure efficient arrival and departures for all guests.

**CARLSBAD TOURISM
BUSINESS IMPROVEMENT DISTRICT
AGENDA BILL**

AB#	01-13-87	CTBID GRANT REQUEST	CTBID STAFF	
MTG.	01-30-13		GENERAL COUNSEL	

RECOMMENDED ACTION:

1. Review and consider funding CTBID grant application from Carlsbad Music Festival.
2. Adopt Resolution No. 2013-1 allocating amounts to be determined to the Carlsbad Music Festival.

ITEM EXPLANATION:

In 2008, the CTBID board approved the guidelines to establish a formal grant program. The objectives of the grant program are to:

- Fund projects or events that are going to increase the overnight stays in hotels;
- Encourage the development of innovative tourism products;
- Promote collaboration within and across sectors of the tourism industry;
- Reach important travel segments such as multicultural, family and senior markets;
- Strengthen the marketing capacity of our partnering organizations; and
- Combine the resources of the CTBID and its tourism partners to leverage their collective marketing efforts.

The CTBID Board appropriated \$50,000 in their 2012-13 budget to fund these grants. As part of their contract with the CTBID, the VisitCarlsbad Board reviews the applications and makes funding recommendations to the CTBID Board. The VisitCarlsbad Board reviews the requests based on the following:

- Overall program promotes overnight stays in hotels
- Program included a "hotel tie in" (ie special rate or package)
- Compelling nature of the project and its potential image impact for the region
- Strength of marketing and public relations plan, including partnerships
- Likelihood that the project will receive publicity outside the San Diego Market
- Time of year that the event occurs

As a result of their review and evaluation, the VisitCarlsbad Board, to date, has recommended, and the CTBID Board has approved, funding for three of the requests for a total of \$45,000. An application has been recently received from the Carlsbad Music Festival for \$5,000 to improve their website and fund out-of-region marketing efforts for their 3 day event. The VisitCarlsbad Board reviewed this application and is recommending \$5,000 in funding for this grant.

The table in Exhibit 2 summarizes the 2012-13 grant requests and VisitCarlsbad's recommendations for funding.

FISCAL IMPACT:

The CTBID 2012-13 Budget contains an appropriation of \$50,000 for CTBID Grants of which \$5,000 is still available. No further appropriation is required.

ENVIRONMENTAL IMPACT:

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 153789(b)).

EXHIBITS:

1. Resolution No. 2013-1 allocating funding to the organizations identified.
2. Summary of CTBID Grants
3. Carlsbad Music Festival grant application

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2753, cheryl.gerhardt@carlsbadca.gov

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BOARD ACTION:	APPROVED	<input type="checkbox"/>	CONTINUED TO DATE SPECIFIC	<input type="checkbox"/>	_____
	DENIED	<input type="checkbox"/>	CONTINUED TO DATE UNKNOWN	<input type="checkbox"/>	
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	WITHDRAWN	<input type="checkbox"/>	OTHER – SEE MINUTES	<input type="checkbox"/>	
	AMENDED	<input type="checkbox"/>			

RESOLUTION NO. 2013-1**RESOLUTION OF THE BOARD OF DIRECTORS OF THE
CARLSBAD TOURISM BUSINESS IMPROVEMENT
DISTRICT, ALLOCATING CTBID GRANT FUNDING FOR
2012-13**

WHEREAS, on March 18, 2008, the Board the Carlsbad Tourism Business Improvement District (CTBID) established a grant program to fund programs and activities that promote overnight stays in Carlsbad; and

WHEREAS, five organizations submitted applications for 2012-13 CTBID grant funds; and

WHEREAS, the VisitCarlsbad Board reviewed the applications and made funding recommendations to the CTBID Board for three of the organizations which were approved by the CTBID Board.

WHEREAS, the CTBID Board reviewed the application for the Carlsbad Music Festival.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Carlsbad Tourism Business Improvement District, as follows:

1. That the above recitations are true and correct.
2. That the CTBID Board hereby allocates funding in the amount of _____ to The Carlsbad Music Festival for the 2013 Music Festival in accordance with the Grant Guidelines.

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1 **PASSED, APPROVED, AND ADOPTED** at a regular meeting of the Board of
2 Directors of the Carlsbad Tourism Business Improvement District on the ____ day of
3 _____ 2013, by the following vote to wit:

4 AYES:

5 NOES:

6 ABSENT:

7
8 _____
9 **TIM STRIPE**
Chair

10 ATTEST:

11 _____
12
13 Pro Tem Clerk of the
Carlsbad Tourism Business Improvement District

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SUMMARY OF CTBID GRANT REQUESTS 2012-13

Grant Program Objectives:

- Fund projects or events that are going to increase the overnight stays in hotels;
- Encourage the development of innovative tourism products;
- Promote collaboration within and across sectors of the tourism industry;
- Reach important travel segments such as multicultural, family and senior markets;
- Strengthen the marketing capacity of our partnering organizations; and
- Combine the resources of the CTBID and its tourism partners to leverage their collective marketing efforts.

Event Description

Event Description	2011-12 Grant Request	2011-12 Recommended Funding	Past Years Funded
Mercury Insurance Open - Women's Tennis Association Tournament to be held at the La Costa Resort & Spa July 14 - 22, 2012. This event will have international television coverage and is anticipated to attract 30,000 out of town visitors. Grant request is for TV advertising, Hispanic Marketing print and broadcast and collateral materials and postage. This year they have a new event managing company, Desert Champions, LLC.	\$15,000+	\$ 20,000	2
ArtSplash - This annual two day event is a festival of arts, food and fun held on Armada Drive in Carlsbad. The event will take place this year September 22nd & 23rd and is expected to attract 30,000 visitors. This year they are requesting funding to redesign their website.	\$ 5,000	0	4
In Motion, Inc. - The Carlsbad Marathon is to be held January 27, 2013. This event is projected to bring 3,000-4,000 out of town visitors. Grant request is for advertising to nearby markets including Orange, Los Angeles, Riverside and San Bernardino as well as border cities in AZ and NV. They will also promote more race related and local activities and attractions to encourage marathoners to spend more time in Carlsbad.	\$ 10,000	\$ 5,000	4
Carlsbad 5000 - The Carlsbad 5000 is a two day running event that has taken place in Carlsbad for the past 27 years. It brings more than 20,000 runners, spectators and running fanatics to Carlsbad each year. Grant money would be used to expand marketing efforts to increase the number of participants.	\$ 20,000	\$ 20,000	0
Carlsbad Music Festival - This is an annual event that features world-class adventurous performers and composers in the seaside village of Carlsbad. The 2013 event is planned for September 20-22. Grant money would be used to improve the website and fund out of region marketing efforts.	\$ 5,000	tbd	0
Total	\$ 55,000	\$ 45,000	

Carlsbad Tourism Business Improvement District GRANT APPLICATION

Submit to:**Due Date June 15, 2012**

Carlsbad Tourism Business Improvement District
 Attn: Cheryl Gerhardt
 1635 Faraday Avenue
 Carlsbad, CA 92008

Or Fax to 760-602-8533 or email cheryl.gerhardt@carlsbadca.gov
 Questions? Call Cheryl Gerhardt 760-602-2753

Please complete the following application. You may attach additional pages if necessary.

Name of

Applicant: CARLSBAD MUSIC FESTIVALAddress: PO BOX 4067, CARLSBAD, CA 92018Phone: (760) 809-5501Email linnea.searle@carlsbadmusicfestival.orgContact Linnea SEARLE
name(760) 518-9598
phoneFederal Tax ID # or Social Security #: 26-3969347Amount of Grant Request: \$ 5,000

Program Description/Scope (please use additional pages if necessary but no more than 3):

Describe your program:

SEE ATTACHED

How will the program benefit Carlsbad tourism?

SEE ATTACHED

Projected # of out of town visitors 1200

Projected # of overnight stays 75-100

Applicant Background:

This applicant is a (an):

☒ Non - Profit

☐ For-Profit

☐ Other _____

☐ Local Public Agency

☐ Individual

Years in Business: 10

Number of Employees: 3 (part-time)

Number of Volunteers: APP. 30

(Please attach an organization chart, if available.)

Names of Officers and Board of Directors:

Name:

MATT MCBANE

JAMES ROSENFELD

DEVORA LOCKTON

CAROLYN GRANT

Title:

CHAIRMAN

SECRETARY

TREASURER

MEMBER

ALSO: JOLI HATCH, ERIC BIER, KATHLEEN CHARLA AND BONNIE WRIGHT

Experience in Program Area:

SEE ATTACHED

Financial Capabilities/Budget:

Current funding sources and levels (identify source of matching funds):

SEE ATTACHED

Reporting Requirements:

A report on how the funds were spent will be required to be filed with the CTBID. Proof of program expenses (ie receipts) are required to be held for two years during which time the CTBID reserves the right to audit the records.

We agree to adhere to the reporting requirements described above.

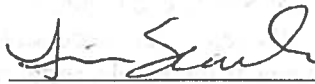
Yes ☒ No ☐

Other Requirements

Grant recipients will be required to recognize on all printed material that grant program is funded in part by the CTBID.

Certification:

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge.



Signature

Marketing

Title

January 22, 2013

Date

Grant Application Timetable

May 23, 2012	Grant guidelines available
June 15, 2012	Grant applications due to City office by 5 p.m.
June 2012	Grant applications reviewed
July 2012	Grant recipients announced

Carlsbad Tourism Business Improvement District
GRANT APPLICATION
Supplemental Materials

Program Description/Scope

Describe your program:

The Carlsbad Music Festival is an annual event that features world-class adventurous performers and composers in the seaside village of Carlsbad. The Festival has been praised by KPBS as "one of the area's most innovative showcases," by the San Diego Union Tribune as "phenomenal" and by the Los Angeles Times as "magnificently enlightening," and in 2010 won the national ASCAP/Chamber Music America Award for Adventurous Programming and in 2012 and 2013 won prestigious National Endowment for the Arts grants.

The Festival pushes the boundaries of genre by presenting contemporary classical music along with creative indie-rock, folk, world music and jazz and seeks the points of intersection. In addition, the Festival supports the creation of new music by commissioning works and enabling cross-genre collaborations. The Festival is committed to presenting this work to a wide audience in a manner that integrates itself within community spaces.

The Carlsbad Music Festival's unique adventurous music programming has gained it a loyal and growing following both in the San Diego area and of cultural tourists from outside the area. The Festival is currently preparing to mount its 10th anniversary Festival (September 20-22, 2013), which will feature the Village Music Walk, indoor main stage concerts and outdoor concerts in Magee Park, as well as education programs and community outreach activities.

In 2011, the Festival underwent a major transformation as all events took place within the Village of Carlsbad. The move was successful and drew over 2000 people to Carlsbad. The 2012 Festival grew even larger, with attendance of 3500, including both residents of San Diego County and cultural tourists from throughout Southern California and beyond. All events were accessible by public transportation and all venues were within easy walking distance of the hotels, restaurants and retail centers of the seaside Village of Carlsbad.

The funding requested from the Carlsbad Tourism Business Improvement District will be used in to strengthen the marketing of the Carlsbad Music Festival to out-of-region markets in three ways:

- 1) Improve the website through a redesign, to emphasize the 'destination' aspect of the Festival;
- 2) Place ads in comparable West Coast music festivals, to showcase the Carlsbad Music Festival to interested and committed musical tourists, and
- 3) Fund out-of-region marketing efforts through securing the services of a freelance publicist or marketing specialist who will focus on those markets.

How will the program benefit Carlsbad tourism?

The 2011 and 2012 Festivals, held entirely in the Village of Carlsbad, received extensive coverage in the Union Tribune, the North County Times, and the LA Times, as well as through

national blogs and online media outlets including a tweet by Alex Ross of the New Yorker praising the Festival's "strong line-up." As the reputation of the Festival grows within the music community, we expect to see attendance grow at the free and ticketed events, drawing fans of adventurous music from San Diego, throughout Southern California and beyond. As the Festival continues to grow, the City of Carlsbad will benefit from the increased economic activity generated during the Festival (the early Fall).

In comparison, one older festival with a similar target market is the Ojai Music Festival. The Ojai Festival occurs each year in early June, and brings in over 4000 audience members to their yearly festival, filling the hotels and restaurants of the small town of Ojai. The Carlsbad Music Festival is a much more recent arrival to the musical scene in Southern California, but it is our goal to grow into a regular part of the calendar for this group of affluent and sophisticated musical tourists.

With the acclaim and buzz of past festivals, this year the Carlsbad Music Festival is poised to dramatically increase its draw as a tourist destination, and the increased marketing enabled by a BID grant can make this possible.

Experience in Program Area:

The Carlsbad Music Festival Leadership Team consists of Director Matt McBane, Production Manager Clint Davis and Marketing and Development Manager Linnea Searle. The Leadership Team will manage the implementation of the project, but we will be working closely with our Board of Directors, local arts and business associations, and our volunteer organization. The bios for the Festival staff are listed below.

The Carlsbad Music Festival has a strong and growing Board of Directors. We have recently added a member with experience in managing and producing music festivals, and our newest board member is member of the Carlsbad Village Association and works in marketing at one of the Village hotels. The CMF also has strong ties with the Carlsbad Cultural Arts Office, Museum of Making Music, ArtPower at UCSD, La Jolla Music Society, New Village Arts Theatre, MATA Festival (NY), Bang on a Can (NY), Ojai Festival and other artistic and musical organizations throughout San Diego and nationally. CMF has collaborated with each of these organization and they have provided advice, marketing and promotional assistance, and/or volunteer help for the previous Festivals.

Below are the bios of the Festival leadership team:

MATT MCBANE: Director

Mr. McBane founded the Carlsbad Music Festival and has supervised all aspects of its operations. He is also founder, composer, and violinist his ensemble Build and has extensive experience with traditional and social marketing tools for music events. For his work on the Festival, he was selected as one of Musical America's 2012 "Rising Stars in the Performing Arts."

CLINTON DAVIS: Production Manager

Mr. Davis was added to the staff in 2010 and manages the production of the Festival. A PhD

candidate in music at the University of California at San Diego, Davis also assists in artist relations and grant writing.

LINNEA SEARLE: Marketing and Development Manager

Ms. Searle was added to the staff in 2011 to manage the marketing and development functions. She has an MBA from the Haas School of Business at UC Berkeley and experience working as a marketer for Nestle in Glendale, CA. She is a resident of Carlsbad.

Financial Capabilities/Budget:

The Festival has received strong support from local and national sources. In 2012, the Festival received a prestigious Artworks Grant from the National Endowment for the Arts for \$7500 and this funding was increased to \$10,000 for the 2013 Festival season. For the past several years we have received yearly funding from the City of Carlsbad and the San Diego County Board of Supervisors Community Enhancement Grant (\$10,000 from each source). With the success of the 2012 Community Stage, funded by the Carlsbad Charitable Foundation, we are now exploring partnerships with local businesses that will enable us to continue to offer free, large-scale outdoor concerts.

The Festival revenue growth continues to be strong. In the 2012 season, we increased our ticket revenue by 77%, with growth in our merchandise sales as well. We more than doubled our individual fundraising from 2010 to 2011, and we ended 2012 with another 50% increase over the 2011 level.

The budget for this project is as follows:

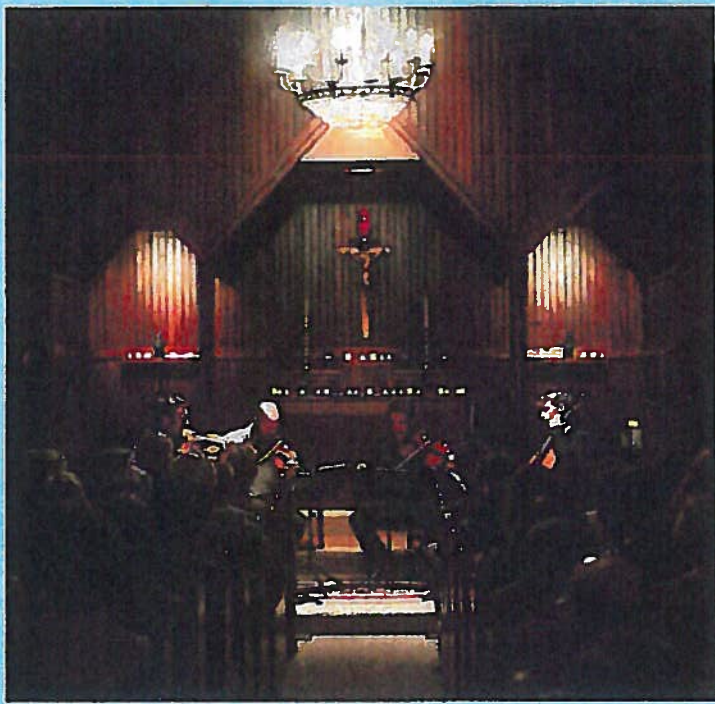
Website redesign: \$2500

Full Page ad in 2013 Ojai Music Festival Program: \$800

Creative costs for Ads: \$200

Marketing Specialist: \$1500

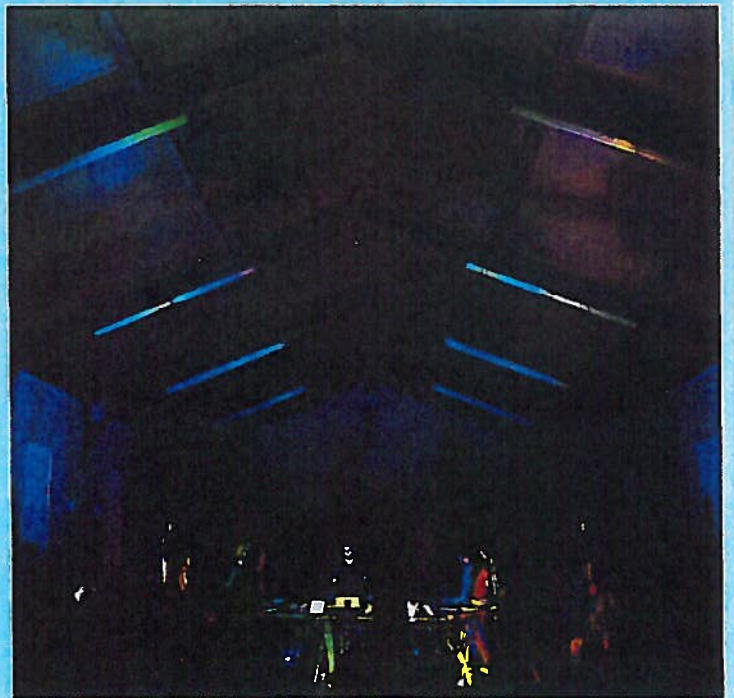
These expenditures will be matched by Festival from our general operating budget.



CARLSBAD MUSIC FESTIVAL

Celebrating 10 years of adventurous music by the beach in 2013

www.carlsbadmusicfestival.org





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"...magnificently enlightening..." -Los Angeles Times
"one of the area's most innovative music showcases" -KPBS

Festival history at a glance:

2003: Founded by composer Matt McBane

2004: First festival

2004-present: Founding Ensemble-in-Residence, the Calder Quartet, has been a part of the Festival each year

2004-2006: Festival awarded Carlsbad Cultural Arts Office Grant

2004-2010: Concerts take place in the Schulman Auditorium at the Dove Library

2004-present: Educational outreach events in Carlsbad schools

2004-present: 14 commissions of new works from young composers to date

2005-present: co-presentations with the Museum of Making Music

2006: Composers Competition launched, now draws 200+ applicants from around the world

2006-2012: Recipient of San Diego County Board of Supervisors Community Enhancement Grants

2007-2009: Satellite concerts in Los Angeles

2007-2010: City of Carlsbad Cultural Arts Office: Presenting Partner

2008-present: ArtPower at UC San Diego co-commissions Competition Winner

2009: Festival becomes a 501(c)3 Non-Profit

2010: Winner Chamber Music America/ASCAP Award for Adventurous Programming

2010: Village Music Walk launched

2010: Production Manager Clint Davis hired

2010: Concert of works commissioned by the Festival for the Calder Quartet at the MATA Festival in New York

2011: Festival moved entirely to the Village of Carlsbad

2011: Marketing and Development Manager Linnea Searle hired

2012: Largest Festival to date with 30+ performances

2012-2013: Recipient of NEA ArtWorks grants

Past Festival Artists:

Michael Gordon, Wu Man, Sara Watkins, Sacra/Profana, Timothy Andres, Mantra Percussion, Andy Akiho, Mattson 2, Mando Basso, Bombshell Boom Boom, San Diego Children's Choir, red fish blue fish, My Brightest Diamond, Shara Worden, Build, Vicky Chow, Burkina Electric, Jacob Cooper, Lukas Ligeti, Sarah Kirkland Snider, Florent Ghys, ACME, Eric Huebner, Kate Moore, Nathan Davis, Caroline Mallonnée, Fred Frith, California E.A.R. Unit, Calder Quartet, Daniel Wohl, Jason Treuting, Charles Punchatz, Ted Hearne, Keeril Makan, Partch, Fabian Svensson, Tristan Perich, Real Quiet, So Percussion, Christine Southworth, Evan Ziporyn, NOW Ensemble, Tom Osbourne, Ryan Carter, Judd Greenstein, Mark Dancigers, The Section Quartet, Lucy HG, California Quartet, Peter Jacobson, Calder Quartet, Matt McBane

Village Music Walk Artists

Timothy Andres with Matt McBane: Timo is a New York-based composer and pianist praised by The New Yorker for "unhurried grandeur." Matt is a composer and violinist and is the Founder of the Festival.

Andy Akiho: steel pan player and composer described as "mold-breaking" and "vital" by The New York Times

Eric Byers: cellist of the Calder Quartet playing original compositions for cello and electronics

Calder Quartet: Festival Founding Ensemble-in-Residence has been called "one of America's most satisfying- and most enterprising- quartets" by the Los Angeles Times.

MandoBasso: Mandolin and Bass duo playing arrangements of traditional music, new compositions, classical music, jazz and ragtime

Mantra Percussion: New York-based percussion group hailed by the New York Times as "...finely polished...a fresh source of energy"

red fish blue fish: UCSD's acclaimed resident percussion ensemble

Sean Conway: founder of Bombshell Boom Boom and eclectic improvisor

Son de San Diego: plays music from the southern region of Veracruz State in Mexico known as Son Jarocho

Father Doran Stambaugh: St. Michael's priest and singer-songwriter

Susanna Kurner: retro and sassy singer and songwriter

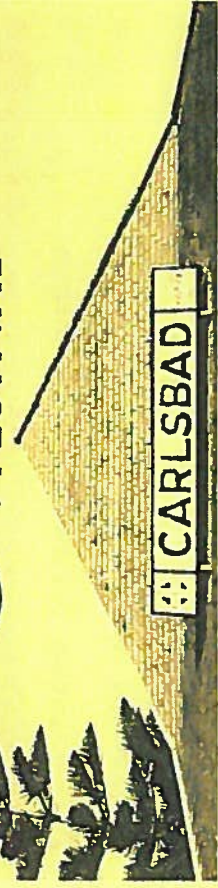
Tiki Two: retro Hawaiian ukulele duo featuring Adrian Demain and Susanna Kurner

Jude Traxler: percussionist from Mantra Percussion

Trouble in the Wind: Carlsbad-based folk rock with a cinematic bent

ZimBeat: San Diego-based ensemble that performs the dynamic village music of Zimbabwe, Africa

9th Annual Friday-Sunday September 21-23, 2012 Adventurous music by the beach. **CARLSBAD MUSIC FESTIVAL**



Schedule of Events:

Friday, September 21

5:30-9:00 Village Music Walk

Free, various locations in the Village of Carlsbad

Saturday, September 22

12:00 Composers Talk

Michael Gordon, Andy Akiho, Timothy Andres, and Matt McBane

Free, St. Michael's by the Sea

1:30 Timothy Andres, piano

\$15, Carlsbad Village Theatre

3:00 Bombshell Boom Boom, instrument making class and performance*

Free, St. Michael's by the Sea

3:00 Andy Akiho & Friends

Free, Magee Park

4:00 Mattson 2

Free, Magee Park

5:00 Sacra/Profana with the San Diego Children's Choir

\$10, St. Michael's By the Sea

7:00 Wu Man & Friends
\$20, Carlsbad Village Theatre

8:30 Bombshell Boom Boom March
Free, begins at Carlsbad Village Theatre, ends at Harding Community Center

9:00 Mantra Percussion plays Michael Gordon's 'Timber'
\$15, Harding Community Center

SUNDAY, September 23

1:00 Mantra Percussion plays Aaron Siegel's "Science is Only a Sometimes Friend"

Free, Magee Park

2:30 Calder Quartet

\$20, Carlsbad Village Theatre

4:30 Sara Watkins with MandoBasso
Free lawn seating; \$20 priority seating, Magee Park

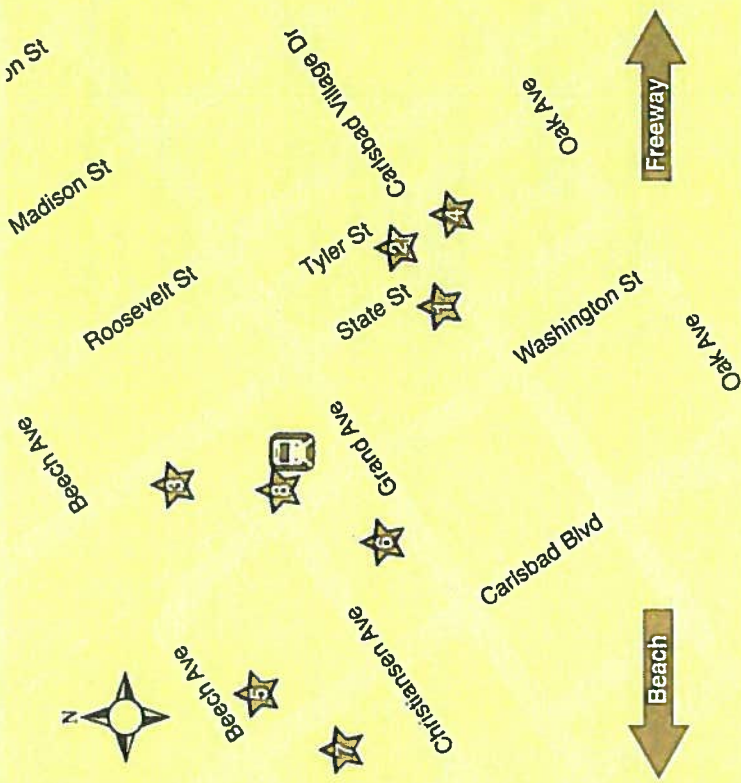
* Family-friendly hands-on event appropriate for all ages!

Village Music Walk Friday, September 21

Time	Artist	Venue
5:30pm	red fish blue fish Program: John Cage – Trio John Cage – Amores Iannis Xenakis – Okho	Train Station
6:30pm	Andy Akiho	The Foundry @ NVA
	Trouble in the Wind	Spin Records
	Father Doran Stambaugh	St. Michael's by the Sea
	MandoBasso	It's a Grind
7:00pm	Susanna Kurner	The Foundry @ NVA
	Son de San Diego	Spin Records
	Sean Conway	St. Michael's by the Sea
	MandoBasso	It's a Grind
	Mantra Percussion	Village Train Station
7:30pm	Trouble in the Wind	The Foundry @ NVA
	ZimBeat	Spin Records
	Calder Quartet	St. Michael's by the Sea
	MandoBasso	It's a Grind
8:00pm	Son de San Diego	Boxd
	Sean Conway	Giacoletti Music
	Tiki Two	Carlsbad Chocolate Bar
	Jude Traxler	Spin Records
	Timothy Andres with Matt McBane	St. Michael's by the Sea
	MandoBasso	It's a Grind
8:30pm	Trouble in the Wind	Boxd
	Eric Byers	Giacoletti Music
	ZimBeat	Carlsbad Chocolate Bar

All Music Walk events are FREE but we suggest a \$5 donation for each set to support the musicians.

Map of Venues



1. Boxd
2. Carlsbad Chocolate Bar
3. The Foundry @ New Village Arts Theatre
4. Giacoletti Music
5. It's a Grind
6. Spin Records
7. St. Michael's by the Sea
8. Village Train Station

Carlsbad Music Festival 2013 Operating Budget
For the Carlsbad Tourism Business Improvement District
January 23, 2013

2013 Projected Income	2013 Draft Budget	
	Itemized	Category
Contracted Payments		\$2,900
Museum of Making Music	\$1,400	
ArtPower! Commission Fee	\$1,500	
Foundation Grants		\$2,500
Hi-Noon Rotary	\$500	
Copland Supplemental Fund	\$2,000	
Government Grants		\$20,000
Community Enhancement	\$10,000	
National Endowment for the Arts	\$10,000	
Fundraising		\$30,000
Revenue		\$22,200
Total Income		\$77,600

2013 Expenses		
Artistic		\$23,500
Production		\$16,000
Marketing		\$4,000
Merchandise		\$1,000
Development		\$750
Insurance		\$1,500
Administration		\$26,000
Tax and Fees		\$500
Loan Repayments		\$3,350
Contingency		\$1,000
Total Expenses		\$77,600